

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method of rewarding with wireless airtime units, comprising:

automatically without requiring user entry, creating credit in a wireless service account associated with a wireless communication device, said credit stored in a wireless service account server, in response to active interaction with a given web site of a seller of goods or services offering wireless airtime units; and

deducting said credited wireless airtime units from said wireless service account in response to utilization of said wireless communication device associated with said credited wireless airtime units.

2. (previously presented) The method of rewarding with wireless airtime units according to claim 1, further comprising:

deducting payment of goods with said wireless airtime units.

3. (canceled)

4. (canceled)

5. (previously presented) The method of rewarding with wireless airtime units according to claim 1, further comprising:

deducting payment for a service with said wireless airtime units.

6. (previously presented) The method of rewarding with wireless airtime units according to claim 1, wherein:

 said deducting transfers said wireless airtime units from a buyer's account to a seller's account.

7. (previously presented) The method of rewarding with wireless airtime units according to claim 6, wherein:

 said wireless airtime units are used in a metered wireless communications system.

8. (previously presented) The method of rewarding with wireless airtime units according to claim 6, wherein:

 said wireless airtime units are used in a post-paid wireless communications system.

9-17. (canceled)

18. (currently amended) A method of conducting e-commerce, comprising:

 transmitting from a wireless service account server an offer for wireless airtime units credited to a wireless service account based on active interaction with a given web site;

 automatically without requiring user entry, creating credit in said wireless service account associated with a wireless communication device, said credit stored in said wireless service account server, in response to said active interaction with said given web site of a seller of goods or services; and

 deducting said credited wireless airtime units from said wireless service account in response to utilization of a wireless communication device associated with said credited wireless airtime units.

19. (previously presented) The method of conducting e-commerce according to claim 18, further comprising:

creating said wireless service account for a user in response to said user having actively interacted with said given web site.

20. (previously presented) The method of conducting e-commerce according to claim 18, wherein:

said wireless service account is a metered wireless service account.

21. (currently amended) A method of paying for an offering, comprising:

Automatically without requiring user entry, creating credit in a wireless service account associated with a wireless communication device, said credit stored in a wireless service account server, in response to active interaction with a given web site of a seller of goods or services offering wireless airtime units;

maintaining in said wireless service account a count of said wireless airtime units; and

deducting said credited wireless airtime units from said wireless service account in response to utilization of said wireless communication device associated with said credited wireless airtime units.

22. (previously presented) The method of paying for an offering according to claim 21, wherein:

said goods or services are purchased in exchange for a predefined number of said wireless airtime units.

23. (previously presented) The method of paying for an offering according to claim 21, further comprising:

accepting a predefined number of said wireless airtime units in exchange for active interaction with said given web site.

24. (previously presented) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are credited for performing a purchase on said given web site.

25. (previously presented) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units are credited for visiting said given web site.

26. (original) The method of paying for an offering according to claim 21, wherein:

said wireless airtime units represent metered wireless services.

27. (previously presented) The method of paying for an offering according to claim 21, further comprising:

crediting at least two wireless airtime units to said wireless service account in response to active interaction with said given web site.

28. (previously presented) The method of paying for an offering according to claim 21, further comprising:

crediting one wireless airtime unit to said wireless service account in response to active interaction with said given web site.

29-41. (canceled)